

**FLEIT, KAIN,
GIBBONS, GUTMAN
BONGINI & BIANCO P.L.**
ATTORNEYS AT LAW

Miami • Fort Lauderdale • Boca Raton

Fleit, Kain, Gibbons, Gutman,
Bongini & Bianco P.L.
551 NW 77th Street, Suite 111
Boca Raton, Florida 33487
Telephone: (561) 989-9811
Facsimile: (561) 989-9812
writer's e-mail: jgibbons@FocusOnIP.com

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FIRM: USPTO, Group Art Unit 3622
FAX #: (571) 273-8300
PHONE: (571) 272-6720
FROM: Jon A. Gibbons

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MESSAGE:**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE****Applicant(s):** Reiner KRAFT et al.**Serial No.:** 09/757,901**For:** *PERSONALIZED PROFILE BASED ADVERTISING SYSTEM AND METHOD WITH
INTEGRATION OF PHYSICAL LOCATION USING GPS***Enclosed are the following:**

Supplemental Preliminary Amendment (12 pgs.)

Docket No.: ARC9-2000-0048-US1**110-A00-005****November 15, 2005**

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within the sales location,wherein the map is based upon the location data as well as the user profile data
associated with the mobile information processing unit; andforwarding the personalized advertisement to the mobile information processing
unit for display.

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